Attorney Docket No.: 60092-0011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE.

In re application of:

John Lupoi, et al Confirmation No.: 5652

Serial No.: 10/753,908 Examiner: Salce, J. P.

Filed on: January 7, 2004

For: Athlete Recruiting Architecture

Mail Stop Amendment Commissioner for Patents

P.O. Box 1450 Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir

In reply to the first Office Action mailed October 28, 2008, the shortened statutory period for which runs until January 28, 2009, please reconsider the subject application in light of the amendments and remarks herein.

· Remarks begin on page 2.